



**CJN Affiliate Program**



**Making Money is Easy  
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**Archive Blog Posts**

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## **Search Engine Optimization for Affiliate Marketers**

There are no secrets on how to rank high with the major search engines because effective search engine optimizations are now immense. What is search engine optimization? Before we discuss that thing, you have to understand first how search engines work and a bit of know-how.

Search engines are into providing their users with the most relevant and up-to-date information to match the search term that was used. They are sophisticated pieces of technology which allow users to quickly find relevant websites by searching for a word or a phrase. Search engine results are useless to users if the information doesn't relate to the search term, or if the results are old. People expect the most up-to-date and fresh information that is useful to them.

Updating your website everyday and adding some materials will help you get noticed by the search engines. So, if you are going to sell any type of product or service online, you have to optimize your website for the search engines, in order to boost traffic and sales. It is because over 90% of your business will likely come directly from search engine results. And for that reason, it is absolutely important to optimize your site for search engines for you to have the greatest deals in the entire world.

Search engine optimization (SEO) is the process by which webmasters or online business owners utilize strategic copy to augment their website's status. It is certain that the internet has grown so fast over the years and the competition for the best search engine position has created an enormous market. Therefore, better understanding the fundamental elements of Search Engine Optimization is vital for an online business' success.

Making use of effective search engine optimization techniques will improve the page rank of your website. There are many tricks that can be used to increase page rank; the most effective method is to provide high quality content consistently. This seems like a simple concept but there are many websites that fails to provide content that visitors find interesting. Sites which provide content that are interesting, well-written and regularly updated create highly engaged visitors who are more likely to return to the website in the coming days. So, if you can set your website apart from those boring, lifeless sites then do it. You'll surely have a step closer to achieving high page rank through search engine optimization.

The next significant factor for an effective search engine optimization is to include keywords and phrases within your content. To make sure that you are properly targeting your market, you have to make sure that the keywords and phrases you have on your site are the keywords and phrase that your site is actually optimized for. The more keywords you use in your content, the more likely it is that online visitors will find your site when they do some research with those words. If you are unfailing with these techniques, then your overall search engine optimization will increase, boosting your page rank.

You should also have to develop a linking strategy as a part of your search engine optimization. Not only does this provide free advertising for your site, but it makes the impression that your site is imperative because of its affiliated links. For each link that you have pointing back to you, that is another chance for your potential customer to find you. The more inbound links that you have pointing to your site, the higher you will be ranked in the search engines.

Another is to develop a content stratagem. People who get to search from the internet are looking for information. The more information you provide for them and the more helpful it is, the more likely you will make the sale. Writing articles is the most effective way to build up content for your site. When writing articles to post on your site, make sure that you develop a clear means of arranging their content. You can do this by simply adding a new page to your site. This will allow room for extra articles to be added as you write them, and will allow you to build up an archive of articles which will maintain to draw online visitors. Make sure also that you have included your archived articles in a directory that is next to the root web of your site so that the search engines will catalog your online articles.

Always keep in mind that search engine optimization methods are important in developing your site's status. With that thing in mind, make sure that you write high-quality, keyword rich content and link your site to and from a deliberate family of other sites. These things will help improve your site's popularity and coerce increased business through your online business.

## Profitable Online Marketing-Using Affiliate Programs To Boost Profits

**1. Starting with affiliate programs:** Many people start their online businesses by joining a few affiliate programs. When you do this commissions from these programs will allow you to build up an income so that you can develop your own business. Many successful business people have done this.

**2. Make a profitable main income:** Other people have even made a sizable income from affiliate programs and become Super affiliates. They make 1000s of dollars in affiliate commissions every month. This enables them to earn a good living from only working their affiliate programs.

**3. Supplement your main income:** You can supplement your income by joining a few affiliate programs that are related to your product and service. They will help to increase income and allow you to fund and develop your business.

**4. Allow you to cross sell, or use as backend products:** Affiliate programs will allow you to cross promote and sell back end products to your customers. Always choose programs that will compliment your service or products. When you sell to your customers you can offer one of your sponsor's products as a backend product.

**5. Passive income:** Build up a large team of affiliates under you in a 2-tier affiliate program and you can earn a steady income without having to do anything after building your team. This is all about numbers you will need a team of at least 100 + affiliates under you to start making money and build up to a large number to see a good income with this method. More ways to use affiliate programs to develop your business: Start a newsletter: Even if you decide to only do affiliate programs it is very important to offer a free newsletter.

This will be on any topic relating to your business and targeting the same market as your affiliate programs.

Your newsletter will encourage visitors to your website to subscribe to your newsletter this allows you to build your business from your visitors as you can sell your affiliate products to your subscribers. Many will actually buy from links in your newsletter, as they build up trust with you.

This is another way that you can build your business with affiliate programs that many affiliates do not do. There is no reason that you cannot build your business as well as building your sponsor's.

Affiliate programs are an easy business to build or enhance your business.

There are 2 important things to remember when working affiliate programs.

**Targeted traffic:** To make any business effective you need to drive a steady stream of targeted traffic to your site.

This can be done by: Linking Search engine submissions PPC such as Google Adwords Pre sell do not sell to your visitors. Your sponsor has the sales page to do the selling, your job as an affiliate is to get your visitors to click on the link to it.

You do this by creating interest and curiosity in your visitor for your sponsor's products.

When you use affiliate programs to supplement your income you will be surprised at how much those seemingly small commissions will add up. Choose ones that complement your main products and try to choose programs that have products and services that are highly targeted to your market. In this way you will be making maximum profit.

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Christopher Robinson is a renowned veteran in online and offline marketing, advertising in the Washington D.C. metropolitan area. He is currently part owner of Robinson & Associates Advertising Inc. Mr. Robinson also runs an internet marketing tools and ebooks website, <http://www.hype-factor.com> , and is the author of his free ebook "Home Business Internet Marketing 2006", <http://www.forlifeincome.com>.

## Smart Affiliate Marketing, Think Outside the Box

When it comes to marketing Affiliate Products there are hundreds of ingenious ways to get your Affiliate Link into the public domain. Most Internet Marketers will build their own site, review sites generally do well when it comes to affiliate products, as do blogs & people that make recommendations.

However there are places you can market your affiliate products without having to go to the trouble of designing your own website & setting up an entire product directory.

**Classifieds:** Believe it or not Classifieds have been very successful for me in marketing Affiliate Products. It helps you appeal to a wider audience, especially when selling informational type products & services.

**Free Blogs:** Setting up a review on a free blog site such as Blogger.com allows you the freedom of marketing a single product from a single site. This makes it easier to get incoming links from Directories who would make only link to the main page on your site. Write reviews, do comparisons, get listed in the search engines.

**Signature Links in Forums:** If you post in web forums putting links to products that you endorse can often lead to sales, especially if you are highly regarded & well known in a particular community & the product relates to that niche.

**Cloaking:** Bit of an interesting subject, however cloaking is one of the most powerful ways to market affiliate products. With for example a program like Search Engine Cloaker you can create thousands of keyword rich pages for the Search Engine Spiders & when someone searches for your phrase in Google, instead of going to your site the program can be set to automatically redirect to your affiliate links. If done properly you could easily have thousands of pages in the search engines like this.

**Social Bookmarking:** Using Social bookmarking site to promote your product reviews, not only will this help your Search Engine Rankings but it will also drive some traffic to your site, albeit not very targeted but it's still traffic.

**Ebay:** Including links to appropriate Affiliate Auctions in your Ebay listings is a great way to promote your product, especially if you get an auction which has a lot of traffic.

**Writing Ebooks:** Embedding your links in Ebooks is one of the most successful ways of increasing Affiliate Sales. Especially if you write an ebook which attracts a lot of attention. Even many of the premium Ebooks still have sneaky affiliate links in them, as if you haven't given the authors enough money already!

As you can see, there are lots of routes to go down without even creating your own site. I found that setting up some solid sidelines like the ones described above really give you the security & diversity in your affiliate marketing campaigns. I've written ebooks & included them in packs which I sold on ebay that are still converting over 18 months later. So it really does pay to think smart.

Stuart moderates a successful SEO Forum dealing with the causes & concerns about Google's Big Daddy Update, he also runs an Affiliate Marketing Site with reviews about affiliate marketing programs & software.

# Top Seven Ways Writing Articles Can Explode Your Business

In today's highly competitive internet universe, the importance of attracting highly targeted traffic to your website cannot be overemphasized. Routing web traffic to your site can be your only means of survival, especially in the cutthroat world of ecommerce. Getting a high search engine ranking can be very difficult. Fortunately, there is plethora of website promotion strategies you can use to drive traffic to your website.

There is a wide variety of strategies you can adapt, from paid advertising to affiliate marketing. However, most of these techniques require payment. Nevertheless, there are ways to promote your website and increase your web traffic without spending anything. Writing articles is one of the best web site promotion strategies you can use, and they can be very effective. How, you may ask, can writing articles help improve your web traffic? Here are the top seven ways in which it can help explode your business.

## 1. Reach more people

When you write good articles, it would be a shame not to share them with other people. You can post your articles in your website or you can submit them to other sites such as e-zines and online publishers. By submitting your articles to these sites, you give exposure not only to your ideas but also to your website. Simply include a link back to your site or include your information in the resource box. With this, you get exposure and free advertising as well. Submit your articles to popular e-zines and take advantage of their popularity. Other sites who find your article relevant may also link back to you. Thus, you increase your link popularity, which is one of the most important strategies in the internet world. Remember that most people are looking for information online and by filling this need with your quality article; you may reap the benefit of more exposure and higher web traffic.

## 2. Free Advertising

Submitting your articles to other websites presents an opportunity to advertise your website without paying exorbitant fees. Although you should avoid marketing language in your articles and make it informative and useful to your readers, you can always include your site's link in the resource box. In addition, by making your article relevant and helpful to your readers, you are making a good impression for your website, which could ultimately lead to a visit and hopefully a purchase. Good quality content in an article is far better and more effective than a few lines of ad space. You have a very special opportunity to presell your product or service to your prospective customer.

### **3. Gain High Search Engine Ranking**

Create a new web page for your article in your website. Optimize your article to make it search-engine friendly. Use top-ranked keywords and Meta tags that can give your website a high search engine ranking. As soon as you upload your new webpage to your server, search engines will spider through it and you can gain an increase in search engine ranking. Remember that search engine optimized content is a very effective strategy to gain a high ranking in search results.

### **4. Increases Link Popularity**

Instead of looking for other sites who would want to establish reciprocal links with your site, you can simply submit an article to other sites. Just do not forget to include a link to your site in your resource box. When these websites pick up and publishes your article, you automatically get a link partner. Try to get as many link partners as you can. Link popularity is one of the factors used by search engines in determining search engine rankings. Make your article especially useful and appealing, so that more websites will be encouraged to publish it.

### **5. Optimizes your site for improved search engine ranking**

By making your site keyword rich, you can greatly improve the search engine ranking of your site. Remember that keyword density is one of the most important factors that search engines use when determining the search engine ranking of site. However, you should always provide relevant, useful and pertinent information. Avoid the temptation of overusing keywords just to gain a high ranking as this may turn off most web surfers. Relevance and quality is still the most important things to consider when writing articles and it will be doubly useful to your site if you make these articles search-engine optimized.

### **6. Establishes a Good Impression and Reputation**

By writing excellent, original and relevant articles, you not only give your site exposure, you are also creating a good impression on your prospects. Encourage more people to visit your site and do business with you by establishing an impressive reputation through your articles. Be seen as an expert in the field and your will ultimately gain more customers eager to do business with you.

### **7. Enhances your credibility through references and testimonies**

Certainly, your articles are going to receive feedbacks and testimonies when you publish them in e-zines and free article sites. Record these positive feedbacks and comments and use them as promotional material in your website or in any of your advertising efforts. Your credibility will be greatly enhanced by these feedbacks, as it will create a good impression on your prospects as well as your existing customers. In this highly competitive world, excellent credibility and trust may be the only things you need to attract new customers or make loyal patrons

out of your existing customers. Original, relevant, useful and pertinent articles are important tools you should utilize to improve and explode your business.

## Techniques To Sell In Affiliate Marketing

This article is mainly for the newer affiliate marketer and will focus on some promotional techniques, free and otherwise, to sell affiliate products. In case you're completely new to this, affiliate marketing is selling someone else's products for which you get a commission on every sale you make. It is most often done in percentages than dollar amounts which can vary all the way up to 75% per sale. Some examples of companies that offer affiliate programs are Clickbank, Commission Junction, and Amazon. You can sign up to be an affiliate at any one of those sites to get started, but most I expect, already have an account at those or different affiliate sites.

The techniques to sell in affiliate marketing are very similar to running your own online business as a whole, with some noteworthy differences. The first major difference is the price difference of starting up compared to running a website yourself. It helps to have your own website to promote multiple products at once, but that can be even side stepped. An affiliate marketer has no inventory. You just sell. The business you're selling for has to handle that aspect. In turn, you have no shipping because the main company also handles that part. You just sell the product without worry of taking any orders as that as well is taken care of a step over your head. Overall, it's much cheaper and the headaches are less when you're just generating the lead for the sale and not dealing with all the paperwork and cost of running the entire operation. Get good enough and it's entirely possible to do it full time.

### **Now, onto what this article is aimed for.**

One effective means of selling a product is creating a landing page for the product on your own site. At the end of it is your referral link, sending the prospective customer to the main site to seal the deal. The site itself should have proper SEO(Search Engine Optimization) on it so it can also be indexed in search engines. Taking care of this at the start will lower advertising costs because it will direct more organic hits to your site. This may be slow going depending on how often the search engine spiders come by and look at your page. This next way helps this out, as well as be a technique all it's own.

Join any Pay-Per-Click program and create ads for your affiliate landing page. Google and Yahoo are probably the most popular and well known though many others exist. This can be very expensive if you do not know how to make such programs work for you. By creating an ad directed to the needs of your buyers you can sell very profitably. The idea is to create targeted traffic. Volumes of books are available on how to beat the Pay Per Click systems to earn more than you spend so I'm only going to touch on it. The idea is simple though. If you pay 20 cents for a click, and manage a sale every 100 clicks, selling a product with a commission of \$25, you've made \$5. The more you test your ads the better your clicks will convert into sales. To do this without a site simply put your affiliate link in as the landing page. Some PPC companies don't allow this, so be sure to

check their Terms of Service first. Success using Pay Per Click with your landing page depends on many factors from the effectiveness of the ad to the effectiveness of the landing page.

In another direction you can use Web Blogs to sell affiliate products. By posting reviews and articles related to what you're selling you'll help your blog get listed in search engines as well as help visitors decide to buy or not. Blogs are about as close to your own site you can get without buying a domain and because they're easy to update are used quite often in affiliate marketing. After posting something new to your blog you should ping it using a website like Ping-O-Matic.

If you're using a website or blog you want to have some combination of words for what you're selling in your domain name. To use the "bike riding" example from an earlier article you would want something like <http://bike-riding-basics.blogspot.com> or <http://www.bike-riding-basics.com>. This is for SEO to give your site more relevance and placement in search engines. It's recommended you put your site in a separate folder if your own domain isn't well set for your product: <http://www.yoursite.com/bike-riding-basics/>

The aim is to always bring targeted traffic to your affiliate site or ad. The more targeted it is the more likely they are to buy so the higher chance you have of getting a commission. It is possible to sell just about anything in affiliate marketing so find a product you like and know something about to start up with. I personally use and recommend Clickbank for affiliate sales and suggest signing up with more than one affiliate program to give you the most options on things to sell.

## Using Content Management Systems For Affiliate Marketing

The technical hassles of creating a website have always been a problem for many affiliate marketers. Whether it's HTML, FTP, CSS, PHP, or any other confusing acronym, some affiliate marketers feel that it's a constant battle.

Coming from a technology background, I was fortunate in that I didn't have to worry about that. But that doesn't mean I enjoy writing line after line of code. Far from it.

You see, like most other affiliate marketers, I'm lazy. I'll take an easy, point-and-click system any day of the week over complex code that actually requires me to think in order to use it.

This is something that I have always kept in mind over the years as I've built my Internet business. Recently, I have been looking into newer systems called "Content Management Systems" or CMS for short. These systems will install on your web hosting account (sometimes with only a few clicks) and then let you administer your website online from your own administration panel.

You can add categories, add pages, add reviews, links, and more, just by clicking a few buttons. In fact, I have begun using a content management script on one of my websites, and have been extremely happy with the results.

The script I'm using is called Drupal. From what I've heard, another popular choice is Mambo. The great thing about these systems is that they are open source, which means that the source code is available for modification (good) and they can be downloaded for no cost (even better!)

While each system has its own unique advantages, and its own corresponding learning curve as well, the general functionality of all of them are the same.

In addition, there are several pre-built modules and plug-ins that can be added to the system to add important features for affiliate marketers. For example, I installed a module which makes all of the pages on my site "search engine friendly" and another one which automatically generates a compliant Google Sitemap.

Once the initial learning curve has been surpassed, I believe that Content Management Systems provide an excellent way for anybody to manage their affiliate websites. In fact, I am going to be recommending CMS software to my clients and colleagues as a preferred method of maintaining a large, complex site.

What's best about content management systems is that it takes all of the difficult repetitive work out of maintaining websites. Another benefit is that you can work from anywhere, without worrying about where your website's source files are located.

So, the next time you're thinking about launching a site, consider one of the content management systems. You'll be glad you did.

As far as I'm concerned, it's going to be the wave of the future for affiliate marketing.

Joe Lloyd is the founder of Zen Marketing LLC. His company maintains a comprehensive affiliate program directory and recently launched a credit card affiliate program.

## Why You Should Promote Residual Affiliate Programs

Are you a webmaster in need of additional income? Or are you planning to set up an online business but you still don't have any product to sell? If so, affiliate marketing may be the best solution for your problems. With affiliate marketing, you won't need to worry about the products you have to sell. All you need to have is a website with sufficient contents that are related to the products of a certain online company offering affiliate programs. By becoming a member of the program, or by becoming an affiliate, you can start earning a certain amount of money right away!

Affiliate marketing is some sort of business relationship established between a merchant and his affiliates. In affiliate marketing, an affiliate agrees to direct some traffic to a merchant's website. If that traffic is converted into some kind of action, like a visitor purchasing a product on the merchant's website or a visitor becoming a lead for the company, the affiliate who directed the traffic will be compensated. Compensation may take the form of either a percentage sales commission for the sales generated or a fixed fee predetermined upon the application of the affiliate on the merchant's affiliate program.

Promising a lot of benefits both for the merchants and the affiliates, affiliate marketing has become one of the most popular online marketing methods today. In fact, almost every merchant or retailer site today offers an affiliate program that any one can join into. Most retailers would entice people to become affiliates or members of their program by promising great benefits like large commissions, lifetime commissions, click through incomes and a lot of other benefits. But would all these affiliate programs bring off the same benefits?

Most affiliate programs would pay you, as an affiliate, a one-time commission for every sale or lead you brought to the merchant's website. Commissions for this kind of affiliate programs are usually large, ranging from 15% to a high of about 60%. Other affiliate programs would pay you a fixed fee for every click through or traffic you send to the merchant's site. Programs like this often pay a smaller fee for every click through, usually not getting any larger than half a dollar. The good thing about this kind of program, however, is that the visitor won't have to purchase anything in order for the affiliate to get compensated.

Another type of affiliate program is the residual income affiliate program. Residual affiliate programs usually pay only a small percentage of sales commission for every sale directed by the affiliate to the merchant's site. This commission often comes only in the range of 10% to 20% sales commission. Because of this, many people ignore residual affiliate program and would rather opt for the high paying one-time commission affiliate program. Are these people making a mistake, or are they making the right decision?

We can't tell, for sure, if people are making a mistake by choosing a high paying one-time commission affiliate program. But we can definitely say that they are making a large mistake if they ignore residual affiliate programs. Residual affiliate programs would indeed pay at a lower rate, but merchants offering such kind of programs would generally pay you regular and ongoing commissions for a single affiliate initiated sale! That means, for the same effort you made in promoting a particular affiliate program, you get paid only once in a one-time commission program, and a regular and ongoing commission for a residual program!

So, are the benefits of promoting residual affiliate programs clearer to you now? Or are they still vague? If they are still vague, then let's make them a bit clearer with this example.

Suppose there are two online merchants both offering web hosting services on their sites. The first merchant offers a one-time commission type of affiliate program that pays \$80 for every single affiliate initiated sale. The second merchant also offers an affiliate program, but this time a residual affiliate program that pays only \$10 for every single affiliate initiated sale. As an affiliate, we may get attracted at once at what the first merchant is offering, as \$80 is definitely a lot larger than \$10. But by thinking things over before actually getting into them, one may be able to see that the second merchant is offering us more opportunity to earn a larger amount of money.

Supposed you have directed traffic to the merchant and it converted into a sale, you'll get paid once by the first merchant for the sale you have initiated. But with the second merchant, you'll get paid monthly for as long as the customer you have referred to the merchant continues to avail of the web hosting service. That means that for the same effort of getting one customer to avail of the merchant's service, you get paid monthly in residual affiliate programs while you only get paid once in a one-time commission type of affiliate programs.

So, are residual affiliate programs worth promoting? Definitely yes, because you virtually get more money from these types of affiliate programs in the long run! And would residual affiliate programs work best for you? Probably not, probably yes. It is not really for me to tell. But with the benefits that residual affiliate marketing can provide, it would really be unwise to ignore such programs.

## Why So Many People Fail In Affiliate Marketing

More and More people are lured into affiliate marketing and you might be one of them. Indeed, affiliate marketing is one of the most effective means of generating a full-time income through the Internet. It's a fair deal between the merchandiser and his affiliates as both benefit from each sale materialized. Like in other kinds of business, a great deal of the profits in affiliate marketing depends on the affiliate's advertising, promoting and selling strategies. Everyday, as affiliate marketing industry expands, competition heightens as well so an affiliate marketer must be creative enough to employ unique and effective ways to convince potential buyers to purchase or avail of the products and services offered.

Compared to traditional advertising practices, affiliate programs are more effective, risk-free and cost-efficient. But why do many people still fail in affiliate marketing? There are a lot of reasons and a lot of areas in the program to look into. The most critical aspect in the affiliate program is advertising. Many affiliate marketers fail in this aspect because they lack hard work, which is the most important thing in affiliate marketing and in all other kinds of business as well. Although it pays to be lucky, you cannot merely rely on it. Affiliate marketing isn't as simple as directing customers to the business site. If you want to earn big, of course, you have to invest time and great amount of hard work in promoting the products. As earlier mentioned, the competition is very high and customers nowadays are very wise, too. After all, who doesn't want to get the best purchase—that is, to pay less and get more in terms of quantity and quality.

Lack of preparation is also a reason why one fails in affiliate marketing, whether he is a merchandiser or an affiliate. Part of the preparation is researching. On the part of the merchant, he has to be highly selective in choosing the right affiliate websites for his affiliate program. In order to be sure he has the best choices, he must have exhausted his means in looking for highly interested affiliates whose sites are sure fit to his products and services. The affiliate site's visitors must match his targeted customers. On the other hand, the affiliate marketer must likewise research on the good-paying merchandisers before he signs up for an affiliate program. He must ensure that the merchants' products and services match his interests so he can give his full attention and dedication to the program. He can get valuable information by joining affiliate forums, comparing different affiliate programs and reading articles on affiliate marketing where he can get tips from experienced affiliate marketers on how to choose the best merchants and products with high conversion rate.

The website is a very important tool in the whole affiliate program. As an affiliate marketer, you should plan how your site is going to be, from domain name to the design, the lay-out, the content, and ads. Some users are particular about what they see at first glance and thus when they find your site ugly, they won't read through the content even if your site has many things to say and offer. On the other hand, there those who want information more than anything else. Affiliate

marketers with “rich-content” web sites are usually the ones who prosper in this business because the content improves traffic to the site. Websites with high quality contents—with relevant keywords and more importantly, right information about the product and not empty hyped-up advertisements—allow you to earn big in affiliate marketing even when you’re asleep. If you won’t be able to sustain the interest of your site visitor, you won’t be able to lead him to the merchants’ site. No click-through means no sale and thus, no income on your part.

Selecting a top level domain name is also crucial to the success of the affiliate program. Lots of affiliate sites don’t appear in the search engine results because they are deemed by affiliate managers as personal sites. Major search engines and directories would think of your site as transient ones and thus, they won’t list it in the directory. Before you decide on the domain name, know first what you are going to promote. Many fail because their sites are not appropriately named, so even when they feature the exact products the customer is looking for, the customer might think the site is not relevant and thus, won’t enter the site.

Above all, an affiliate marketer must be willing to learn more. Certainly, there are still a lot of things to learn and so an affiliate marketer must continue to educate himself so he can improve his marketing strategies. Many fail because they don’t grow in the business and they are merely concerned about earning big quickly. If you want long-term and highly satisfactory results, take time to learn the ins and outs of the business. Continue to improve your knowledge especially with the basics in affiliate marketing ranging from advertising to programming, web page development, and search engine optimization techniques. Likewise, study the needs and wants of your site users and how different merchandisers compete with each other.

Keep on trying; don’t get disappointed if your first attempts did not pay off. Thousands are attracted by the possibility of generating skyrocketing incomes through affiliate marketing and so they sign up in any affiliate program without carefully understanding every aspect of the business. When they don’t get instant results, they quit and sign up for another program and repeat the process of just copying links and referring them to others. When you sign up for an affiliate program, don’t expect to get rich in an instant. Work on your advertising strategies and be patient. You’ll never know how much you can get if you don’t persevere.

## Why Affiliate Marketing?

Affiliate marketing programs are a great way to generate income for your website and highly recommended if you want get started with e-commerce while creating an excellent income.

Affiliate programs have been a major contributor to the rise of many on-line companies, most notably Amazon.com which was one of the first adopters of affiliate marketing. They now now have thousands of affiliate relationships and have set the standard by which other on-line companies compete. Affiliate marketing is truly becoming more and more popular with just about every major company doing business on the Internet offering an affiliate program.

Affiliate marketing programs (also called revenue sharing programs or referral programs) are where a company will reward website owners for recommending their site visitors to the affiliate site and then pay a commission for purchases made by visitors as a result of the referral.

Even if your visitors don't make an immediate purchase, almost all affiliate programs write a cookie to your visitors cache and if they return to make a purchase in 30 – 90 days, you'll still receive a commission from the sale.

Once you have applied to become an affiliate for a company, they'll usually supply you with a personalized link or code that you place on your web pages. Embedded in that code snippet will be a unique user ID which the company uses to distinguish which site sent traffic. It's very important that you implement this code into your page correctly, or you may be sending visitors to the company without receiving any profit.

Affiliate marketing is truly a win-win situation for both the merchant and the web site publisher. It is perhaps one of the best and most successful online advertising opportunities that runs on simplicity and efficiency for both parties involved.

\* The benefit of affiliate programs for the merchant is the fact that he will gain opportunities to advertise his products to a much larger market and is a cost effective way for small and large companies to expand their customer base. Instead of being limited to one website, companies with affiliate programs can get exposure on hundreds or even thousands of sites. The more affiliates the merchant obtains, the more sales they can expect.

\* Affiliate publishers benefit by earning commissions for each customer they produce. Finally there is a way for web site publishers to monetize their web sites and earn money for the clicks from their website of those who actually purchase a product from the merchant. Properly matching the affiliate product with the content of a web site can mean virtually unlimited earning potential.

Affiliate marketing is great when it comes to making money. You don't have a boss breathing down your neck and you are in control of everything you do with your company and your website. Even though there's a lot of money in affiliate marketing, you have to take the time to search for the best programs. The biggest amount of time in maintaining your site will be searching and implementing affiliations with various companies.

Affiliate marketing also gives you the chance to recommend products you like to others with similar interests. Whatever the topic is of your web site, you can put links and banners for related products on the site and receive money for each product purchased that you recommended.

Perhaps one of the biggest benefits of affiliate marketing is the potential for making lots of money when done correctly. One thing you want to avoid is littering your website with too many banners or links as it will tend to confuse and irritate your visitors.

If you're looking to earn some extra money, affiliate marketing is the way to go. You can focus on just one merchant or go with as many as you need for your business.

Getting started is easy. Generally, there are no specific requirements to become an affiliate marketer and because there are no strings attached, millions of people are turning to affiliate marketing to make their income on the internet.

Vic Bilson helps Internet entrepreneurs use the latest technology to launch their business directly from their home or office, or anywhere in the world they choose with no employees and very little overhead. Visit: [Internet Success](#).

## **So Many Affiliate Programs! Which One Do I Choose?**

Ask questions first before you join an affiliate program. Do a little research about the choices of program that you intend to join into. Get some answers because they will be the deciding point of what you will be achieving later on.

Will it cost you anything to join? Most affiliate programs being offered today are absolutely free of charge. So why settle for those that charge you some dollars before joining.

When do they issue the commission checks? Every program is different. Some issue their checks once a month, every quarter, etc. Select the one that is suited to your payment time choice. Many affiliate programs are setting a minimum earned commission amount that an affiliate must meet or exceed in order for their checks to be issued.

What is the hit per sale ratio? This is the average number of hits to a banner or text link it takes to generate a sale based on all affiliate statistics. This factor is extremely important because this will tell you how much traffic you must generate before you can earn a commission from the sale.

How are referrals from an affiliate's site tracked and for how long do they remain in the system? You need to be confident on the program enough to track those people you refer from your site. This is the only way that you can credit for a sale. The period of time that those people stay in the system is also important. This is because some visitors do not buy initially but may want to return later to make the purchase. Know if you will still get credit for the sale if it is done some months from a certain day.

What are the kinds of affiliate stats available? Your choice of affiliate program should be capable of offering detailed stats. They should be available online anytime you decide to check them out. Constantly checking your individual stats is important to know how many impressions, hits and sales are already generated from your site. Impressions are the number of times the banner or text link was viewed by a visitor of your site. A hit is the one clicking on the banner or text links.

Does the affiliate program also pay for the hits and impressions besides the commissions on sales? It is important that impressions and hits are also paid, as this will add to the earnings you get from the sales commission. This is especially important if the program you are in offers low sales to be able to hit ratio.

Who is the online retailer? Find out whom you are doing business with to know if it is really a solid company. Know the products they are selling and the average amount they are achieving. The more you know about the retailer offering you the affiliate program, the easier it will be for you to know if that program is really for you and your site.

Is the affiliate a one tier or two tier program? A single tier program pays you only for the business you yourself have generated. A two tier program pays you for the business, plus it also pays you a commission on the on the sales generated by any affiliate you sponsor in your program. Some two-tier programs are even paying small fees on each new affiliate you sponsor. More like a recruitment fee.

Lastly, what is the amount of commission paid? 5% – 20% is the commission paid by most programs. .01% – .05% is the amount paid for each hit. If you find a program that also pays for impressions, the amount paid is not much at all. As you can see from the figures, you will now understand why the average sales amount and hit to sale ratio is important.

These are just some of the questions that needed answering first before you enter into an affiliate program. You should be familiar with the many important aspects that your chosen program should have before incorporating them into your website. Try to ask your affiliate program choices these questions. These can help you select the right program for you site from among the many available.

## [Recommended Resources](#)

### ["Affiliate Basics Videos"](#)

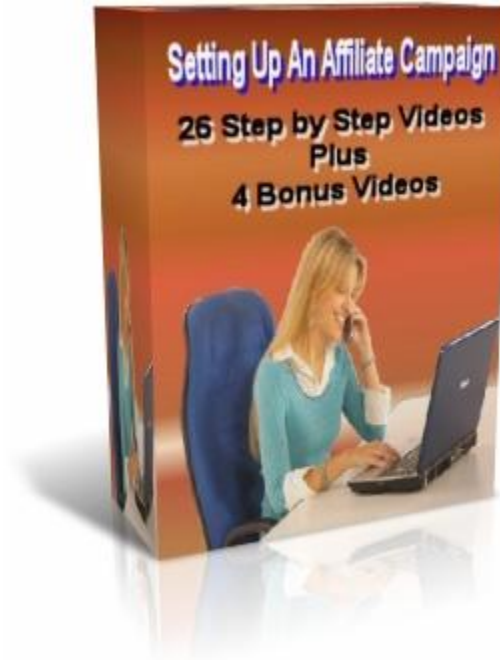


**"Here's How You Can Profit From Promoting Other People's Products That Earn You Affiliate Commissions With These [Step-By-Step](#) Video Tutorials"**

"In Just A Few Hours Following My [Step-By-Step](#) Online Video Tutorials, I'm Confident You Will Be Able To Start Promoting Other People's Products"

**[Click Here To Find Out More!](#)**

## **Affiliate Marketing Campaign**

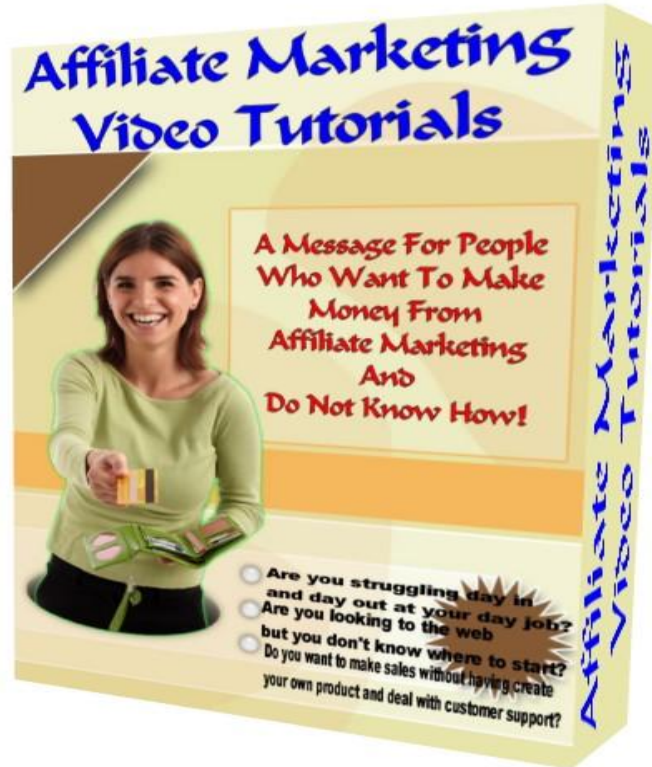


**A Message For People Who Want to Make Money from  
an Affiliate Marketing Campaign And Don't Know How...**

Here's How To Get Started Today...

**[Click Here To Find Out More!](#)**

## [Affiliate Marketing Video Tutorials](#)



### **A Message For People Who Want to Make Money from Affiliate Marketing And Don't Know How...**

Here's How To Get Started Today...

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## [Affiliate System Explosion](#)



**“Who Else Wants To Watch Over My Shoulders As I Set Up A Proven Affiliate System That Multiplies My Online Profits Manifold... Step-by-Step!”**

Discover And Bridge The Missing Link That 95% Of The Product Sellers Are Having A Tough Time Figuring Out... Which Is Stopping Many Of Them From Exploding Their Monthly Profits By At Least 10 Times!

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